PACK OUTLETS

PROMOTED WINSTON in all contract pack displays.

Additional PROMOTED WINSTON packs in dump bin and temp. pack counter displays. (as many displays as possible) Use premiums and v.p.r.'s on ALL non 40 cent off packs.

PROMOTED CARTONS of WINSTON in M.F.D.or dimension 4 displays. (use duffel bag for non $4.00 off ctns : PLACE IMMEDIATELY ; do not wait for P.T. PLACEMENT)

Three SIGNIFICANT pieces of WINSTON P.O.S. strategically placed to clearly communicate PROMOTION/promoted PRICE.

Place 100% of V.A.P. delivered CAMEL B1G1F'S in self service displays. Sell and display B1G1F'S as per individual set allocations.

Three SIGNIFICANT pieces of CAMEL P.O.S. strategically placed to clearly communicate promotion.

WINSTON SELECT TO HAVE 10 CENT PACK PRICE ADVANTAGE VS. MARLBORO.

Place $4.00 on all s/s savings ctns and place 40 cents on savings packs. Maximize display placement and support with strong p.o.s. placement.

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Source: https://www.industrydocuments.ucsf.edu/docs/jmjn0000